



*The County Of Sonoma  
Is Seeking A  
Highly Qualified  
Professional  
To Serve As  
Director Of  
Regional Parks*

## THE REGION

Famed horticulturist Luther Burbank said of the Sonoma County region: *"I firmly believe, from what I have seen, that this is the chosen spot of all this earth as far as Nature is concerned."*

Located about one hour's drive north of San Francisco, Sonoma County combines the dramatic beauty of the rugged Pacific coastline, with majestic old growth redwoods, the winding



Russian River, abundant vineyards, rolling hills and a mild climate year-round. The original home of northern California wine production, Sonoma County remains one of the largest producers of quality wine in the country. Aside from its award winning

wineries, the county offers countless other attractions that make it a prime vacation and getaway destination. The beauty of the area has attracted artists and craftsman colonies, rejuvenating spas, fine dining, and a wide variety of entertainment and cultural activities.

Sonoma County is the largest county in the North Bay, covering 1,604 square miles and is home to over 475,000 residents. Santa Rosa (pop. 155,000) is the county seat and center of government, commerce and medical facilities. The county features nine incorporated cities (Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma and Windsor), each maintaining a small-town feel despite ongoing growth.

The county's economy has been largely based on agriculture and tourism, but light manufacturing, services, research and development, and high-technology industries are now major contributors. Four acute care hospitals, a trauma center and 19 specialty medical facilities offer excellent health care services. Local schools continually rank high on California's Academic Performance Index. Santa Rosa Junior College and Sonoma State University offer higher education opportunities.

Recreational opportunities and entertainment choices are plentiful in Sonoma County. Cultural venues are abundant through a variety of festivals, celebrations, theatre shows and events. The broad spectrum of outdoor activities includes bicycling tours through vineyards, tennis, camping, beachcombing, historic walking tours, and golfing on one of the area's many championship courses. Auto racing enthusiasts can witness championship competition at Infineon Raceway, including an annual NASCAR event in June. Gourmet restaurants are sprinkled throughout the region, as are many mineral-spring spas. All of these pursuits can be enjoyed while being surrounded by rolling hills, majestic trees, crashing waves and mountains of stunning beauty.

## COUNTY GOVERNMENT

The County of Sonoma is governed by the five-member Sonoma County Board of Supervisors and is comprised of 28 departments that provide a full range of services to the community through its 4,000 employees. Sonoma County government has a history of providing excellent and responsive public service while operating under sound fiscal principles.

Sonoma County government enjoys stability in leadership. The five supervisors are elected from districts for four-year terms, and four of the five Board members are currently serving a second, third or fourth term. Additionally, the county boasts a strong group of department heads averaging ten years of service in their appointed positions. Department heads routinely team with middle management on successful initiatives such as the recently completed long-term workforce and succession plans in anticipation of "baby boomer" retirements.

Sonoma County prides itself as a paradigm of county leadership. The county considers itself fortunate to have had a history of able and collegial leaders, making for a highly effective county operation. Recently an executive development project was conducted surveying county department/agency heads to develop a profile of the Sonoma County Department Head. The key findings of this "Sonoma County Model of Leadership" survey are:

- *High level of education* – 96% of respondents possess an undergraduate degree; 48% possess a Master's or Doctorate degree.
- *Extremely adept at creating vision and employing strategic thinking* – Respondents rank this as the most important leadership trait both personally and for future Department Heads.
- *Being a contributing member of a remarkably collaborative and supportive organization* – Numerous comments alluded to the strong and positive relationships among the Department Heads, the Board of Supervisors, the CAO and the community.
- *Being self motivated* – A passion for accomplishing goals that go beyond money or status.
- *Being able to recognize and utilize various leadership styles*
- *Maintaining a healthy work/life balance*

## REGIONAL PARKS DEPARTMENT

The Regional Parks Department operates and administers the county's Regional Parks System including community parks, campgrounds, swimming facilities, the Veterans Memorial Auditoriums, Spud Point Marina, the Sport Fishing Center, and County Service Area #41 Parks – Sonoma Valley. The Regional Parks system consists of more than 41 parks and trails, receiving more than 3.6 million visitors annually. The department's functions include: planning, design and construction of new parks; renovation of older parks; operation and maintenance of regional and community parks; maintenance of grounds at county facilities and properties for the Agricultural and Open Space Preservation District ([www.sonoma-county.org/opensp](http://www.sonoma-county.org/opensp)); operation of seven



Veterans Memorial Auditoriums and one community center; and maintaining an equipment replacement fund. Regional Parks also serves as the lead agency for the Community Partnerships for Youth programs.

The Sonoma County Regional Parks Department vision is “to become and be known as a model of greatness in service to the community. Our greatness will reflect a commitment to our core values in everything we do.” The department’s core values: trust, integrity, service, responsiveness, quality, and effectiveness.

## REGIONAL PARKS MISSION STATEMENT

*“To enhance the quality of life in Sonoma County by providing recreational, social and cultural opportunities for the public; and leading in the preservation, conservation, restoration and promotion of the natural, scenic, and historical resources in Sonoma County.”*

## THE POSITION

Under general policy direction of the Board of Supervisors and reporting to the County Administrative Officer, the Director of Regional Parks plans, organizes and directs the location, acquisition, development, maintenance and operation of county regional parks; oversees the scheduling and conducting of events and maintenance of public assembly facilities; and performs related duties as required. The Director is responsible for the overall administrative management of the Regional Parks Department.

## CURRENT ISSUES AND PRIORITIES

In preparation for the recruitment of a new Director of Regional Parks, county officials have identified the principal issues and priorities that will need to be addressed by the successful candidate:

### Agricultural Preservation & Open Space District

In 1990 voters approved the creation of the Sonoma County Agricultural Preservation and Open Space District, designed to preserve the best of the county’s agricultural and natural resources. It is the charge of the Regional Parks Department to work collaboratively with the District and its General Manager to respond to the public’s increasing need for parks, preserves, and trails.

### Outdoor Recreation Master Plan

The department’s planning division is in the process of completing the development of an Outdoor Recreation Master Plan, with expectations to complete and adopt the Plan by year’s end. Policies and issues set forth by the Master Plan will need to be followed, with periodic reviews and updates required.

## Fiscal Responsibility

Sonoma County government has a history of providing responsive service while operating according to sound fiscal principles. It is an ongoing challenge to continue the high quality service that provides for the health and safety of the public and county staff while facing continuing budget reductions.

## Regional Parks Foundation

The Regional Parks Foundation was established in 1997 by the Sonoma County Board of Supervisors to raise funds, foster partnerships and garner support for park programs. The Director of Regional Parks works closely with the Foundation’s Executive Director on a regular basis to seek ways to further enhance the quality of life for county residents.

## Veterans Memorial Auditoriums

The Regional Parks Department operates seven Veterans Memorial Auditoriums throughout the county. The challenge is to effectively market these facilities to increase rental revenues while competing with other, more modern facilities in the region. Image enhancement and public awareness are key ingredients of the marketing plan.

## Community Partnerships for Youth

The Board of Supervisors has set aside specific funds to provide programs for the youth of the region, primarily during after-school hours. Since its inception, the county has designated \$5 million to Community Partnerships for Youth, with an additional \$12 million in the form of donations/grants from community partnerships and organizations. The Director administers the program while working with local agencies to keep the program running effectively.

## Spud Point Marina

This \$6 million facility was constructed in 1985 in the coastal town of Bodega Bay to service the commercial fishing industry. The fishing industry has experienced a steady decline in revenues, thus creating an ongoing challenge to preserve a revenue stream to keep the Marina open.

## THE IDEAL CANDIDATE

The ideal Director will be an experienced local government professional with a customer service orientation and a willingness to work in a collaborative environment. He/she must be an excellent communicator who is politically astute and has the demonstrated ability to work effectively with elected officials, state and local agency representatives, other county departments, community



stakeholders, and the general public. The ideal candidate is a strong leader capable of managing diverse staff in a collegial manner while providing firm direction for the department. He/she will be an effective steward of regional parks and facilities for the

citizens of Sonoma County. Specific qualifications are as follows:

#### Education and Experience

Increasingly responsible experience in administering park and public facilities and activities is expected. Successful candidates will be proven public executives with a

solid track record of integrity. Academic course work in planning, public administration, park management, forestry, natural resources or related field is essential. The Director of Regional Parks must maintain a valid California driver's license and insurability.

#### Competencies and Personal Characteristics

In addition to the requirements stated above, the ideal candidate will possess the following additional characteristics, competencies and style:

- People oriented / team builder
- Decisive once input has been received and viewpoints are known and understood
- Passion for internal and external customer service
- Community active / visible
- Exhibits professional poise / demeanor
- Effective negotiation and conflict resolution skills
- Politically astute without being political
- Excellent decision-making and change management abilities
- Able to carefully evaluate the organization's efficiency and effectiveness as well as keep the department on sound financial footing
- Flexible, unbiased, compassionate and has a strong sense of ethics both personally and professionally
- An effective listener who is open and accessible

#### COMPENSATION & BENEFITS

The salary range for the Director of Regional Parks is \$99,660 - \$121,140 and the salary within the range will be based on the qualifications of the successful candidate. The county offers an

attractive benefit package, the central provisions of which include:

- Retirement Plan – County Retirement Act of 1937 partially integrated with Social Security 3% at 60 program
- Deferred Compensation – County contributes 5% of salary to 401(a) account. Employees may also contribute to a 457 plan
- Health Plan – County currently pays 85% of premium for employee and family
- Dental Plan – Coverage for employee and family
- Family Vision Care, Disability Insurance, Life Insurance – County pays for full costs of premium
- Vacation – 15 to 24 days depending on length of service
- Holidays – 11 days per year plus 17 floating holiday hours
- Sick Leave – 12 days annually with unlimited accrual
- Vehicle Allowance – \$466 per month

#### APPLICATION AND SELECTION PROCESS

This position is **open until filled**. Serious candidates should apply as soon as possible. To be considered for this challenging and rewarding career opportunity, please submit your resume, list of three work-related references and current salary. Resumes should reflect years **and** months of positions held, as well as size of staff and budgets you have managed. Forward your materials to Stuart Satow:



CPS Executive Search  
241 Lathrop Way  
Sacramento, California 95815  
Tel: 916 263-1401  
Fax: 916 561-7205

E-mail: [resumes@cps.ca.gov](mailto:resumes@cps.ca.gov)

Recruitment brochure: [www.cps.ca.gov/search](http://www.cps.ca.gov/search)

Visit Sonoma County website at: [www.sonoma-county.org](http://www.sonoma-county.org)

Resumes will be screened based on the criteria outlined in this brochure. Candidates with the most relevant qualifications will participate in a preliminary screening interview with the consultant(s) in mid to late August. In consultation with the consultants, county officials will select a small number of finalists to be interviewed in mid to late September. An offer of appointment is expected shortly thereafter, following extensive reference and background checks that will be coordinated with the successful candidate. For additional information about this position please contact Stuart Satow or David Harris.

